



**Missouri State**  
UNIVERSITY

## **Strategic Planning Interactive Workshop No. 4 Feedback**

### **Goal: Branding & Identity**

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#### **IDEAS OR CONCEPTS THAT ARE NOT CLEAR**

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- Affinity outcome is confusing
- Like idea of having brand identity and support its enforcement
- Are we using brand refresh for MSU or is it just being used for athletics?
- How do we ensure we have right message/tone/time
- Cohesive standards across the board are important
- Like brand refresh – keep campus in loop on branding
- Look into platform that could generate templates/designs
- Publicize assets that already exist
- Departments should identify
- Love centralizing stories – make sure all stories are available
- MarCom serves as hub for design/branding
- Allocate centralized funds for brand refresh work
- What does brand refresh mean?
- New tagline that incorporates public affairs
- Use Bear Head for more than athletics
- Will ROI be addressed in these strategies?
- Plan misses what is already being done across campus. Who monitors facts before they are published?
- Use prospective students and parents in story telling

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#### **WHAT'S MISSING?**

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- Strategies seem to be celebrating student athletes. Why not focus on all students
- Get University and athletics to have collaborative conversations about partnerships that maximizes revenue and support
- Additional levels to get involved as a sponsor
- Website is hard to use and could be updates
- Webpages aren't always written for our audiences
- Providing transportation to students that don't have their own transportation to baseball, softball and tennis games
- Targeted game day experiences for students

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## **OTHER STRATEGIES THAT ARE MORE IMPORTANT**

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- Food culture bullets not part of plan
- Elevate Campus – Act Big - Be Big
- Needs assessment of community fans to determine how to get more people to games
- Add MSU events (theatre performances) to external calendars
- Focus on community engagement
- More creative freedom for departments that are student facing
- More variability in using our secondary and tertiary colors

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## **OTHER COMMENTS**

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- Bring community in - send campus out – efactory is good start
- Brand refresh should be for campus not just athletics
- Like the athletics section
- All students tell us “It feels like home”
- Make JVIC and Brick City look like MSU
- Have downtown look like an extension of Missouri State
- Maroonify buildings downtown
- More photo ops on campus
- Release BearHead for more audiences to use
- Fantastic slogan “Follow Your Passion”
- Better wayfinding
- Bear drone shows
- Homecoming should be better
- Get involved in community events (floats in parades)
- More baby blue color
- Listening sessions with students to learn what can be done better
- Storytelling needs to be student focused
- Identify publicly what MSU is good at academically
- Will attendance goals be set for all sports?
- Should students pay to attend athletic events? If so, they might value experience more.

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## **CONSULTANT COMMENTS**

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